

Message Text

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AMCONSUL OSAKA KOBE

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SUBJECT: CATALOG SHOW IN SAPPORO

1. SUMMARY: A HIGHLY SUCCESSFUL U.S. CONSUMER GOODS CATALOGY SHOW HELD IN SAPPORO SHOULD INTEREST OTHER MANUFACTURERS AND DISTRIBUTORS OF U.S. PRODUCT IN THE NORTHERN JAPAN MARKET, END SUMMARY

2. THE CONSULATE STAGE ITS FIRST COMMERCIAL CATALOG SHOW, FEATURING AMERICAN CONSUMER GOODS, ON FEBRUARY 4TH AND 5TH. THE SHOW DREW AN UNEXPECTEDLY HIGH TURNOUT: REPRESENTATIVES OF 94 HOKKAIDO FIRMS (163 TOTAL VISITORS) WERE REGISTERED. SEVENTY PERCENT OF THESE VISITORS WERE RETAILERS, DESTRIUTORS OR IMPORTERS OF CONSUMER GOODS, THE MAIN TARGET, AND THE SHOW WAS HENCE HIGHLY SUCCESSFUL IN EXPOSING U.S. PRODUCTS TO POTENTIAL BUYERS.

3. THE SHOW, HELD AT THE SAPPORO AMERICAN CENTER, WAS ARRANGED ON BEHALF OF THE LIBERTY BELL CAMPAIGN, AN ORGANIZATION OF JAPANESE AGENTS DESIGNED TO PROMOTE SALES OF AMERICAN CONSUMER GOODS DURING THE BICENTENNIAL YEAR. HELD CONCURRENTLY IN OSAKA. FUKUOKA AND SAPPORO, THE CATALOG SHOW INTRODUCED LOCAL BUSINESSMEN

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TO CAMPAIGN MEMBER FIRMS' U.S. PRODUCT LINES,

AND ENCOURAGED THEM TO VISIT THE LARGER PRODUCT EXHIBITION TO BE HELD AT THE U.S. TRADE CENTER IN TOKYO FEBRUARY 18TH THROUGH 20TH.

4. IN ADDITION, THE CONSULATE COMMERCIAL SECTION UTILIZED THE OPPORTUNITY PROVIDED BY THE SHOW TO INTRODUCE MORE LOCAL BUSINESSMEN TO STATE/COMMERCE COMMERCIAL SERVICES. EIGHT FIRMS SUBMITTED PRIVATE TRADE OPPORTUNITIES FOR PRODUCTS NOT ADVERTISED IN THE SHOW, AND TWO OTHERS, HOKKAIDO DEPARTMENT STORES, AGREED TO HOLD AMERICAN PRODUCT FAIRS IN THEIR STORES THIS YEAR.

5. THESE GRATIFYING RESULTS WERE ACHIEVED WITH VERY MODEST INPUTS OF TIME AND MATERIAL. NIHON IDOMA, A TOKYO ADVERTISING AGENCY, COLLECTED CATALOGS FROM THE LIBERTY BELL CAMPAIGN MEMBERS. THE TOKYO EMBASSY COMMERCIAL SECTION PROVIDED ADVICE AND SHIPPED CATALOGS, DISPLAY MATERIALS AND PRODUCTS INDEXES TO SAPPORO. THE SAPPORO AMERICAN CENTER RESERVED ITS MAIN EXHIBITION AND CONFERENCE ROOMS FOR THE SHOW, AND CONTRIBUTED DISPLAY FACILITIES AND TECHNICAL ASSISTANCE IN ARRANGING THE EXHIBIT. CONSULATE OFFICERS AND COMMERCIAL SPECIALISTS DEVOTED A TOTAL OF SIX MAN DAYS TO THE SHOW.

6. ADVERTISING TOOK THREE FORMS. PARTICIPATING LIBERTY BELL CAMPAIGN FIRMS SENT INVITATIONS TO THEIR CURRENT AND POTENTIAL CLIENTS IN THE REGION. THE CONSULATE ALSO SENT INVITATIONS TO FIRMS IN ITS COMMERCIAL CONTACTS FILE. A WEEK PRIOR TO THE SHOW, A LONG ARTICLE ARRANGED BY THE EMBASSY APPEARED IN THE NATIONAL WEEKLY RYUTSU SHIMBUN. TEN DAYS PRIOR TO THE SHOW, THE CONSULATE SENT ITS OWN NEWS RELEASE TO ALL LOCAL COMMERCIAL REPORTERS. THREE NATIONAL AND TWO LOCAL PAPERS CARRIED THE RELEASES DURING THE WEEK BEFORE THE SHOW. ON THE MORNING OF THE SHOW'S SECOND DAY, LARGER ARTICLES APPEARED IN THE TWO LOCAL NEWSPAPERS. SEVENTY-FIVE PERCENT OF THE VISITORS REPORTED LEARNING OF THE SHOW THROUGH NEWSPAPERS, SO THE HEAVY TURNOUT, ESPECIALLY ON THE SECOND DAY, CAN BE ATTRIBUTED IN LARGE PART TO THE EXCELLENT PRESS COVERAGE.

7. ORIGINALLY, THE LIBERTY BELL CAMPAIGN ORGANIZERS HAD NOT INTENDED
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TO HOLD A SHOW IN SAPPORO, AND EVEN AFTER APPEARS FROM THE CONSULATE AND THE EMBASSY, ONLY 27 OF THE MORE THAN 50 CAMPAIGN MEMBERS AGREED TO SEND THEIR CATALOGS TO THE SHOW, YET, THE ENTHUSIASTIC RESPONSE OF LOCAL BUSINESSMEN TO THIS MODERATE EFFORT DEMONSTRATED THAT THERE IS STRONG INTEREST IN AMERICAN PRODUCTS IN NORTHERN JAPAN AND THAT WE CAN REACH THIS MARKET WITH SMALL SCALE AND INEXPENSIVE PROMOTIONS SUCH AS THIS CATALOG SHOW. WE HOPE THAT THE SUCCESS OF THIS EVENT WILL

ENCOURAGE OTHER AGENTS, DESTRIUTORS AND MANUFACTURERS OF U.S.
PRODUCTS TO EXPLORE THE MARKET IN NORTHERN JAPAN.
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